

Questions, Please!

About me



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.....
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WeltN24, Axel Springer,
#Forbes30under30

» in  @Pia_Frey

This session

will be about ...

- the power that questions have to get people's attention
- why questions are a very effective way to reach target groups
- why questions are needed at a time where only the best, smartest, and most relevant content wins



“Would you say **good morning** to
a **murderer**?”

**WÜRDEN SIE
EINEM MÖRDER
GUTEN MORGEN
SAGEN?**

DAS IST HART, ABER FAIR.



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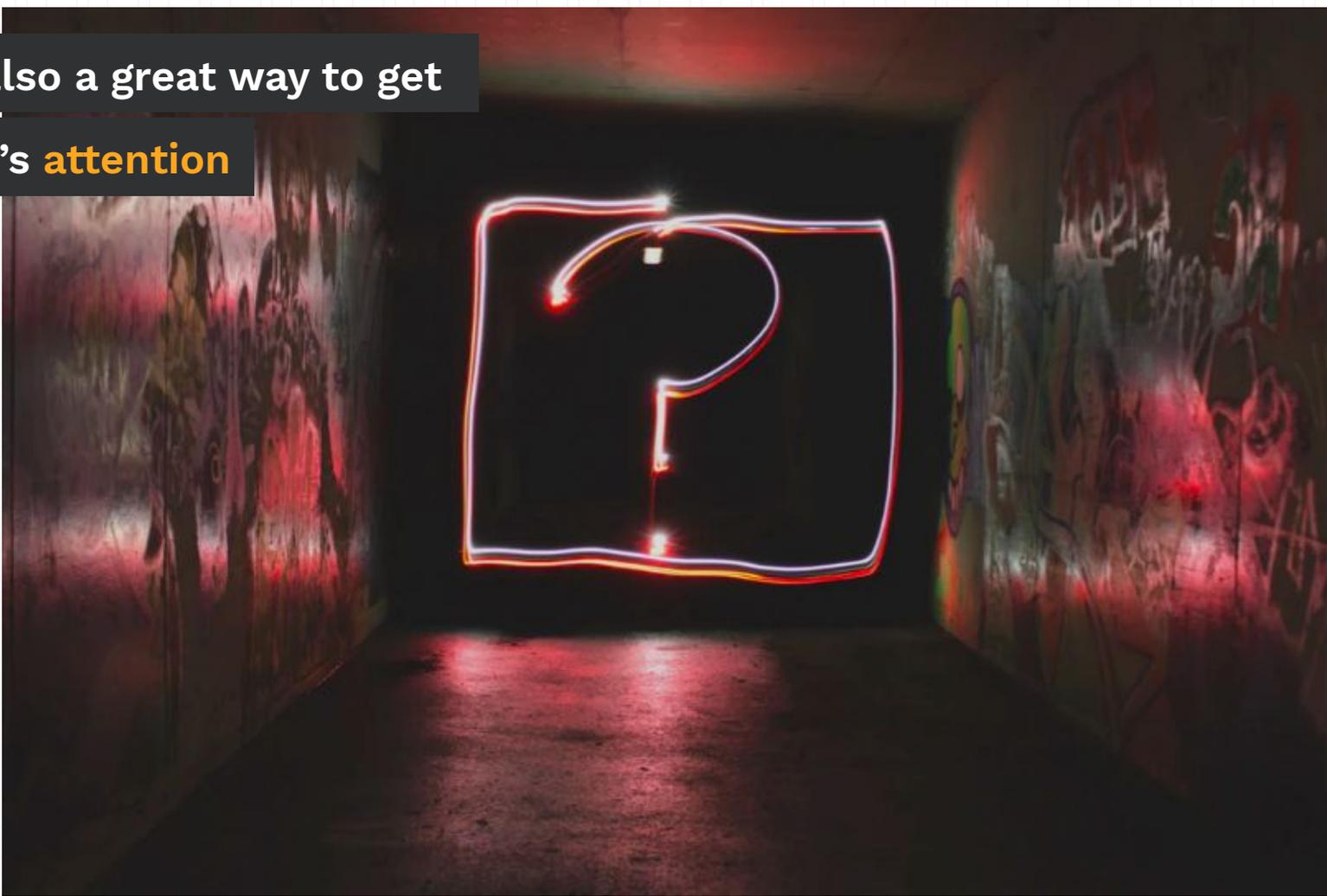
be  **Berlin**

Remember when you were growing up

and always asked **why?**



It is also a great way to get
other's **attention**



Questions can help you **achieve** to

HAUPTSTADT MACHEN **be** mit Berlin

**WÜRDEN SIE
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GUTEN MORGEN
SAGEN?**

DAS IST HART, ABER FAIR.

3 4 5

HARRY WEBER
PHOTOGRAPHY

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Spark a conversation

Drive the conversation

Stick in people's minds

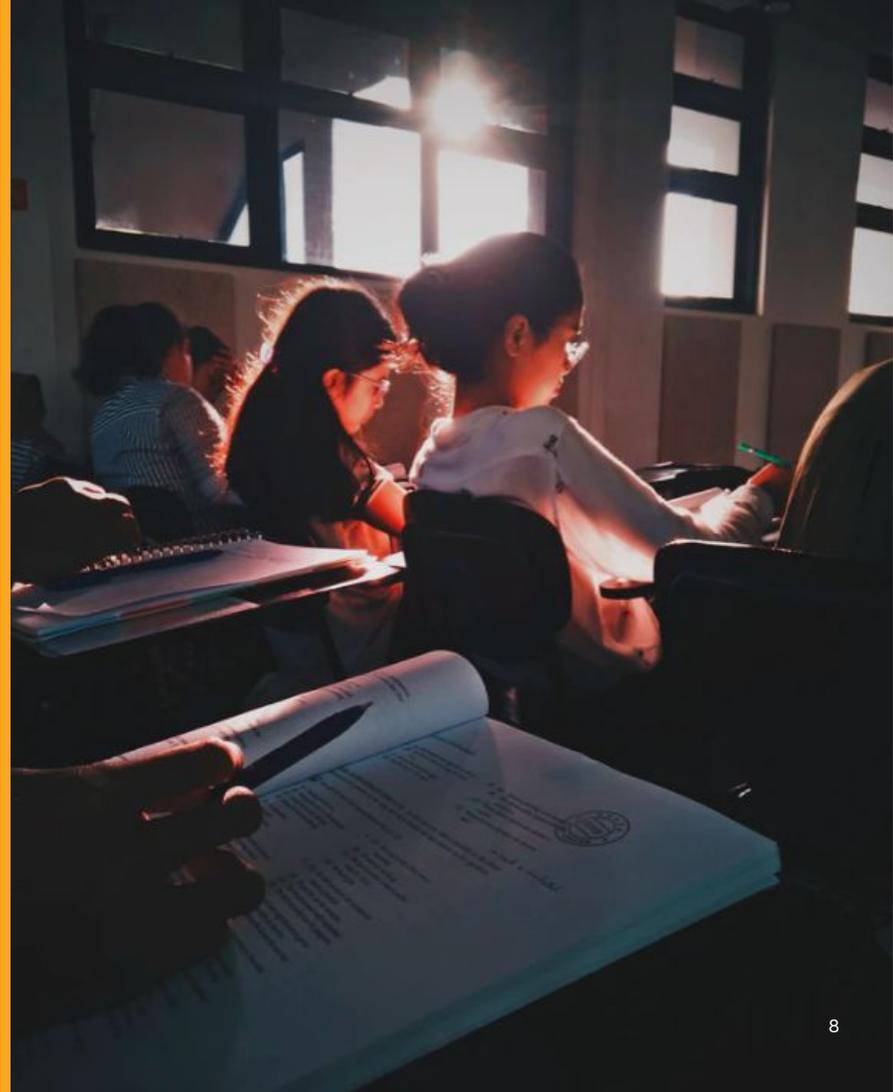
Persuade

Questions spark **conversations**

Growing up we were always asked questions: in class, in essays and in conversations.

As a consequence:

we always feel the need
to answer a question



Questions drive the **conversation**

Without even being aware of it, a question drives you into a conversation and engages you with a topic



Questions **stick** in our minds

When we are unsure about what our answer is to a question, our mind keeps thinking about it as it tries to come up with an answer.

Questions can persuade



**“Do you know how many
satisfied customers
we had last year?”**

Questions can persuade



“This is a great car for long commutes!”

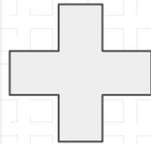
vs.

“Won’t this be a great car for your long commutes?”

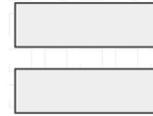
The formula for **high engagement**

with questions

Question



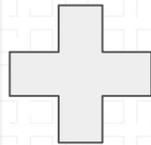
**Right
Audience**



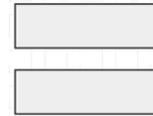
**High
engagement**

The **rationale** behind the formula

**Our drive to
answer
questions**



**A topic we
care about**



We engage

The **rationale** behind the formula

Question: we have a natural inclination to answer them

Right audience: if we add to that a topic we care about,
the likeliness that we engage grows exponentially

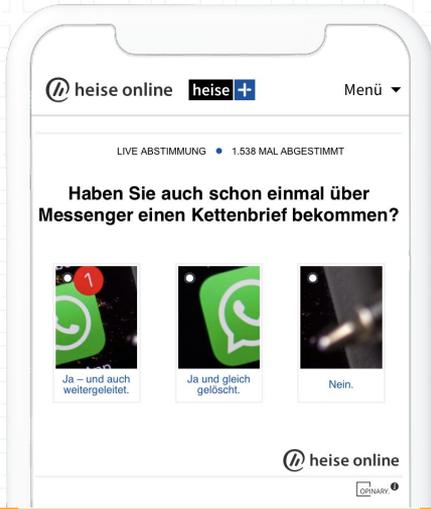
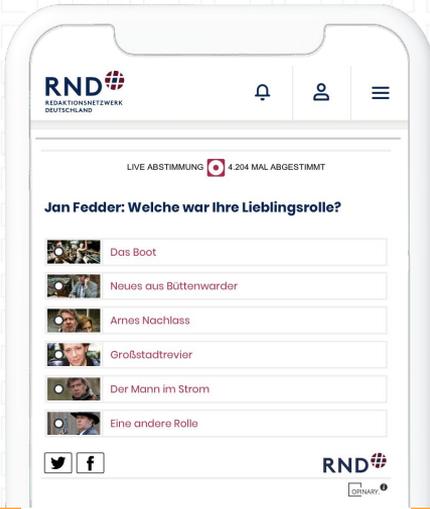
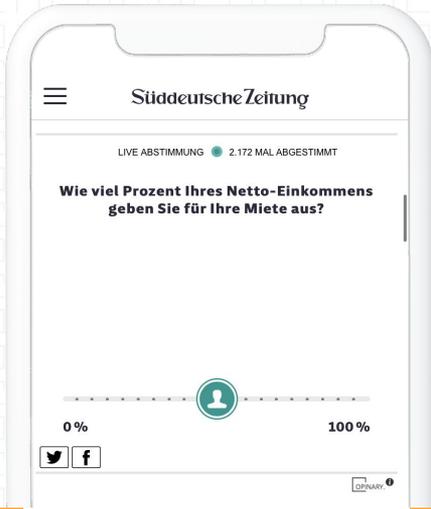
Why this formula works

That this formula works, is something we see everyday at **Opinary**



What is Opinary?

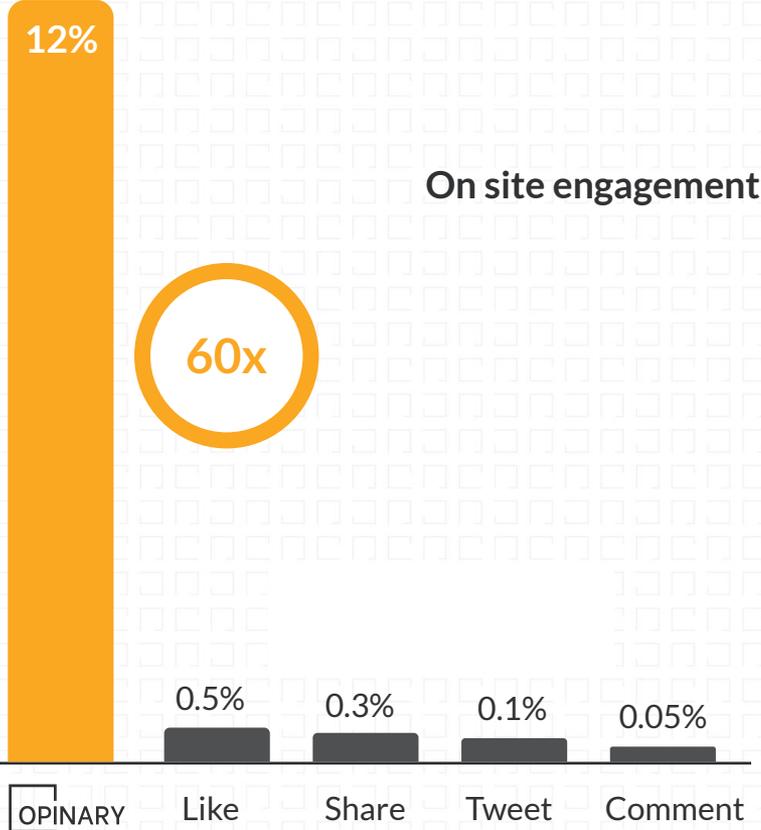
This is Opinary



You might know us already.
We ask users questions in articles.
More than 25 Million times a day.

Our users **engage**

And this works!

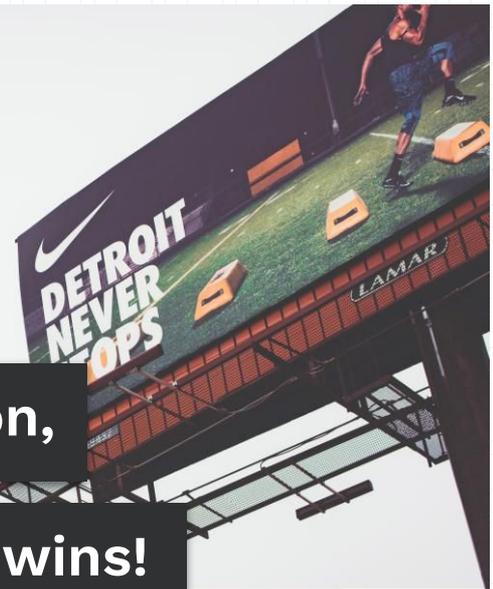




Hotter. Juicier.
The Texas way.



Double Quarter Pounder™
with Cheese



**With everyone trying to get your attention,
only the most engaging content wins!**



Pixel 4a
The New Google Phone

Starting at \$399



Run the track.

Track the run.



on your left



"You'll go far in this town.
But never for an ATM."



LAX: YOUR ONE STOP
FOR THE MOST NONSTOPS.



Let your Apple fly for you.



ICE CREAM SO GOOD
YOU'LL GO TOPPINGLESS

49¢
Yin
\$1
Yang

And questions are your secret weapon to

successfully reach your target group

The **power** of a question

A target group can be more easily activated with a question on that topic than with any other content.



Key takeaways

Never underestimate the power of a question.
In the battle for attention they are your best ally:
activating and **engaging** your audience.

Now **Questions**, please.



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